PREVIOUS OPB PROMOTIONS

MONTH/YEAR:	Jul-99	Jul-99	Jul-99	Jul-99	Jul-99	Jul-99	Jul-99
BRAND:	**Benson & Hedges**	**Benson & Hedges**	**Merit**	**Benson & Hedges**	**Benson & Hedges**	**Benson & Hedges**	**Benson & Hedges**
PROMOTION NAME:	Price Off Van Kit	Price Off Van Kit (Military)	Price Off Van Kit	Price Off 2' Uniflex Hdr Kit	Price Off 3/4' Uniflex Hdr Kit	Price Off Coreplast Sign Kit	Price Off Ctn Dsp. Kit
KIT NUMBER/MIDAS POS#:	97521/17058	97522/17059	97514/17039	97516/17053	97517/17054	97520/17057	97518/17055
ORDER DATE INFORMATION							
(Source: Trade Marketing Fact Sheet)							
Available to Order Dates:	6/21/99-6/25/99	6/21/99-6/25/99	6/21/99-6/25/99	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99
Distributor Due Dates	N/A	N/A	N/A	N/A	N/A	N/A	N/A
In Field Dates:	6/21/99-6/25/99	6/21/99-6/25/99	6/21/99-6/25/99	6/28/99-7/30/99	6/28/99-7/30/99	6/28/99-7/30/99	6/28/99-7/30/99
Ordering Window Re-Opened? (YES/NO)	**NO**	**NO**	**NO**	**YES**	**YES**	**YES**	**YES**
**If Yes, New In Field Dates:*				**6/28/99-7/30/99**	**6/28/99-7/30/99**	**6/28/99-7/30/99**	**6/28/99-7/30/99**
# of Days Remaining In Ordering Window	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***
KIT UTILIZATION INFORMATION							
(Source: OASIS(PMI) System as of 8/6/99)							
Total Kits Allocated	4800	160	3200	12600	25200	18000	3000
Open Customer Orders	0	0	0	0	0	0	0
Total Kits Shipped To Date	3595	160	3098	807	1208	17778	2859
Utilization Percentage (%)	***74.90%***	***100.00%***	***96.81%***	***6.40%***	***4.79%***	***98.77%***	***95.30%***
# of Kits Remaining	**1205**	**0**	**102**	**11793**	**23992**	**222**	**141**
REGION UTILIZATION BREAKDOWN							
(Source: PMI's MIDAS POS System as of 8/6/99)							
REGION 1 Allocations Received	0	0	0	0	0	0	0
REGION 1 Allocations Shipped	0	0	0	0	0	0	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***
REGION 2 Allocations Received	0	0	0	0	0	4170	807
REGION 2 Allocations Shipped	0	0	0	0	0	4138	629
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***99.23%***	***77.94%***
REGION 3 Allocations Received	0	0	0	0	0	5107	898
REGION 3 Allocations Shipped	0	0	0	0	0	5085	898
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***99.57%***	***100.00%***
REGION 4 Allocations Received	0	0	0	0	0	1666	293
REGION 4 Allocations Shipped	0	0	0	0	0	1649	291
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***98.98%***	***99.32%***
REGION 5 Allocations Received	0	0	0	0	0	6899	1037
REGION 5 Allocations Shipped	0	0	0	0	0	6891	1037
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***99.88%***	***100.00%***
MILITARY Allocations Received	0	0	0	0	0	0	0
MILITARY Allocations Shipped	0	0	0	0	0	0	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***
SHIP TO DESTINATIONS							
% Of Kits Shipped to Distributor	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
% Of Kits Shipped to Retail	0.00%	0.00%	0.00%	0.00%	0.00%	65.50%	72.20%
% of Kits Shipped to Home/Depots	0.00%	0.00%	0.00%	0.00%	0.00%	34.50%	27.80%

2071198152

Source: https://www.industrydocuments.ucsf.edu/docs/lpjn0004

PREVIOUS OPB PROMOTIONS

MONTH/YEAR:	Jul-99	Jul-99	Jul-99	Jul-99	Jul-99	Jul-99	Jul-99	Jul-99
BRAND:	**Benson & Hedges**	**Benson & Hedges**	**Merit**	**Merit**	**Merit**	**Merit**	**Merit**	**Merit**
PROMOTION NAME:	Price Off Pack Dsp Kit	Price Off POS Kit	Price Off 2' Uniflex Hdr Kit	Price Off 3/4' Uniflex Hdr Kit	Price Off Ctn Dsp Kit	Price Off Coreplast Sign Kit	Price Off Pack Dsp Kit	Price Off POS Kit
KIT NUMBER/MIDAS POS#:	97519/17056	97515/17052	97509/17034	97510/17035	97511/17036	97513/17038	97512/17037	97506/17028
ORDER DATE INFORMATION								
(Source: Trade Marketing Fact Sheet)								
Available to Order Dates:	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99
Distributor Due Dates	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
In Field Dates:	6/28/99-7/30/99	6/28/99-7/30/99	6/28/99-7/30/99	6/28/99-7/30/99	6/28/99-7/30/99	6/28/99-7/30/99	6/28/99-7/30/99	6/28/99-7/30/99
Ordering Window Re-Opened? (YES/NO)	**YES**	**YES**	**YES**	**YES**	**YES**	**YES**	**YES**	**YES**
***If Yes, New In Field Dates:*	6/28/99-7/30/99	6/28/99-7/30/99	6/28/99-7/30/99	6/28/99-7/30/99	6/28/99-7/30/99	6/28/99-7/30/99	6/28/99-7/30/99	6/28/99-7/30/99
# of Days Remaining In Ordering Window	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***
KIT UTILIZATION INFORMATION								
(Source: BASIS/PMD System as of 8/6/99)								
Total Kits Allocated	30000	60049	8400	16800	2000	12000	20000	40250
Open Customer Orders	0	0	0	0	0	0	0	0
Total Kits Shipped To Date	29961	50783	744	619	2000	11969	19461	36671
Utilization Percentage (%)	***99.87%***	***84.57%***	***8.86%***	***3.68%***	***100.00%***	***99.74%***	***97.31%***	***91.11%***
# of Kits Remaining	**39**	**9266**	**7656**	**16181**	**0**	**31**	**539**	**3579**
REGION UTILIZATION BREAKDOWN								
(Source: PM's MIDAS POS System as of 8/6/99)								
REGION 1 Allocations Received	0	219	0	0	0	0	0	332
REGION 1 Allocations Shipped	0	141	0	0	0	0	0	292
Utilization Percentage (%)	***#DIV/0!***	***64.38%***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***87.95%***
REGION 2 Allocations Received	7222	11256	0	0	622	3580	6175	11952
REGION 2 Allocations Shipped	6733	10334	0	0	622	3568	5849	10105
Utilization Percentage (%)	***93.23%***	***91.81%***	***#DIV/0!***	***#DIV/0!***	***100.00%***	***99.66%***	***94.72%***	***84.55%***
REGION 3 Allocations Received	9683	15083	0	0	364	2102	3574	6756
REGION 3 Allocations Shipped	9679	15293	0	0	364	2101	3574	6832
Utilization Percentage (%)	***99.96%***	***101.39%***	***#DIV/0!***	***#DIV/0!***	***100.00%***	***99.95%***	***100.00%***	***101.12%***
REGION 4 Allocations Received	2297	3943	0	0	754	4816	7598	15066
REGION 4 Allocations Shipped	2282	3567	0	0	752	4792	7540	13717
Utilization Percentage (%)	***99.35%***	***90.46%***	***#DIV/0!***	***#DIV/0!***	***99.73%***	***99.50%***	***99.24%***	***91.05%***
REGION 5 Allocations Received	11094	21641	0	0	260	1502	2653	5860
REGION 5 Allocations Shipped	11242	21244	0	0	261	1505	2661	5710
Utilization Percentage (%)	***101.33%***	***98.17%***	***#DIV/0!***	***#DIV/0!***	***100.38%***	***100.20%***	***100.30%***	***97.44%***
MILITARY Allocations Received	0	160	0	0	0	0	0	0
MILITARY Allocations Shipped	0	160	0	0	0	0	0	0
Utilization Percentage (%)	***#DIV/0!***	***100.00%***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***
SHIP TO DESTINATIONS								
% Of Kits Shipped to Distributor	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
% Of Kits Shipped to Retail	78.90%	82.60%	0.00%	0.00%	70.90%	64.30%	77.00%	85.90%
% of Kits Shipped to Home/Depots	21.10%	17.40%	0.00%	0.00%	29.10%	35.70%	23.00%	14.10%

2071198153

Source: https://www.industrydocuments.ucsf.edu/docs/lpjn0004

PREVIOUS OPB PROMOTIONS

MONTH/YEAR:	Jul-99	Jul-99	Jul-99	Jul-99	Jul-99	Jul-99	Jul-99
BRAND:	**Parliament**	**Parliament**	**Parliament**	**Parliament**	**Parliament**	**Parliament**	**Parliament**
PROMOTION NAME:	Launch Van Kit (6/7)	Launch Van Kit (6/21)	Launch Van Kit (7/5)	B1G1F 40DI Dsp Kit	Visibility Retail POS Kit	OPB Univ. Graph. POS Kit	2' Uniflex Hdr Graph. Kit
KIT NUMBER/MIDAS POS#:	96308/14978	97120/16360	97121/16361	96301/14894	96318/15033	96319/15043	96323/15047
ORDER DATE INFORMATION							
(Source: Trade Marketing Fact Sheet)							
Available to Order Dates:	6/7/99-6/11/99	6/21/99-6/25/99	7/5/99-7/9/99	4/12/99-6/11/99	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99
Distributor Due Dates	N/A	N/A	N/A	5/24/99-7/4/99	N/A	N/A	N/A
In Field Dates:	6/7/99-6/11/99	6/21/99-6/25/99	7/5/99-7/9/99	7/5/99-8/1/99	7/5/99-8/1/99	7/5/99-8/1/99	7/5/99-8/1/99
Ordering Window Re-Opened? (YES/NO)	**NO**	**NO**	**NO**	**YES**	**YES**	**YES**	**YES**
***If Yes, New In Field Dates:**				**6/28/99-7/30/99**	**6/28/99-7/30/99**	**6/28/99-7/30/99**	**6/28/99-7/30/99**
# of Days Remaining In Ordering Window	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***
KIT UTILIZATION INFORMATION							
(Source: GASIS(PMX) System as of 8/6/99)							
Total Kits Allocated	650	650	650	53104	27642	3000	2500
Open Customer Orders	0	0	0	0	0	0	0
Total Kits Shipped To Date	483	503	501	51682	26201	334	755
Utilization Percentage (%)	***74.31%***	***77.38%***	***77.08%***	***97.32%***	***94.79%***	***11.13%***	***30.20%***
# of Kits Remaining	**167**	**147**	**149**	**1422**	**1441**	**2666**	**1745**
REGION UTILIZATION BREAKDOWN							
(Source: PM's MIDAS POS System as of 8/6/99)							
REGION 1 Allocations Received	0	0	0	34426	16013	0	0
REGION 1 Allocations Shipped	0	0	0	34165	15339	0	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***99.24%***	***95.79%***	***#DIV/0!***	***#DIV/0!***
REGION 2 Allocations Received	0	0	0	12633	8015	0	0
REGION 2 Allocations Shipped	0	0	0	12095	7776	0	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***95.74%***	***97.02%***	***#DIV/0!***	***#DIV/0!***
REGION 3 Allocations Received	0	0	0	126	114	0	0
REGION 3 Allocations Shipped	0	0	0	126	76	0	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***100.00%***	***66.67%***	***#DIV/0!***	***#DIV/0!***
REGION 4 Allocations Received	0	0	0	5799	2928	0	0
REGION 4 Allocations Shipped	0	0	0	5100	2812	0	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***87.95%***	***96.04%***	***#DIV/0!***	***#DIV/0!***
REGION 5 Allocations Received	0	0	0	0	33	0	0
REGION 5 Allocations Shipped	0	0	0	0	30	0	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***90.91%***	***#DIV/0!***	***#DIV/0!***
MILITARY Allocations Received	0	0	0	120	160	0	0
MILITARY Allocations Shipped	0	0	0	120	160	0	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***100.00%***	***100.00%***	***#DIV/0!***	***#DIV/0!***
SHIP TO DESTINATIONS							
% Of Kits Shipped to Distributor	0.00%	0.00%	0.00%	97.00%	0.00%	0.00%	0.00%
% Of Kits Shipped to Retail	0.00%	0.00%	0.00%	0.00%	94.90%	0.00%	0.00%
% of Kits Shipped to Home/Depots	100.00%	100.00%	100.00%	3.00%	5.10%	0.00%	0.00%

2071198154

Source: https://www.industrydocuments.ucsf.edu/docs/lpjn0004

PREVIOUS OPB PROMOTIONS

MONTH/YEAR:	Jul-99	Jul-99	Jul-99	Jul-99	Jul-99	Jul-99	Jul-99
BRAND:	**Parliament**	**Parliament**	**Parliament**	**Parliament**	**Parliament**	**Parliament**	**Parliament**
PROMOTION NAME:	3/4' Uniflex Hdr. Graph. Kit	OPB NSS Dsp. Graph. Kit	OPB 6W Graphics Kit	OPB 9W Graphics Kit	10Pk Lucite Grav. Fd. Dsp.	6x2 Banner Kit	Lucite Mobile POS Kit
KIT NUMBER/MIDAS POS#:	96324/15048	96325/15049	96326/15050	96401/15053	96404/15058	96405/15063	96407/15068
ORDER DATE INFORMATION							
(Source: Trade Marketing Fact Sheet)							
Available to Order Dates:	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99
Distributor Due Dates	N/A	N/A	N/A	N/A	N/A	N/A	N/A
In Field Dates:	7/5/99-8/1/99	7/5/99-8/1/99	7/5/99-8/1/99	7/5/99-8/1/99	7/5/99-8/1/99	7/5/99-8/1/99	7/5/99-8/1/99
Ordering Window Re-Opened? (YES/NO)	**YES**	**YES**	**YES**	**YES**	**YES**	**YES**	**YES**
****If Yes, New In Field Dates:***	**6/28/99-7/30/99**	**6/28/99-7/30/99**	**6/28/99-7/30/99**	**6/28/99-7/30/99**	**6/28/99-7/30/99**	**6/28/99-7/30/99**	**6/28/99-7/30/99**
# of Days Remaining in Ordering Window	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***
KIT UTILIZATION INFORMATION							
(Source: BASIS/PMX System as of 8/6/99)							
Total Kits Allocated	2700	2200	3000	3000	40000	22900	12100
Open Customer Orders	0	0	0	0	0	1	0
Total Kits Shipped To Date	556	196	403	1054	30682	11340	12076
Utilization Percentage (%)	***20.59%***	***8.91%***	***13.43%***	***35.13%***	***76.71%***	***49.52%***	***99.80%***
# of Kits Remaining	**2144**	**2004**	**2597**	**1946**	**9318**	**11559**	**24**
REGION UTILIZATION BREAKDOWN							
(Source: PM's MIDAS POS System as of 8/6/99)							
REGION 1 Allocations Received	0	0	0	0	22000	7650	9100
REGION 1 Allocations Shipped	0	0	0	0	21877	7540	9074
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***99.44%***	***98.56%***	***99.71%***
REGION 2 Allocations Received	0	0	0	0	5498	2700	2200
REGION 2 Allocations Shipped	0	0	0	0	5498	2700	2200
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***100.00%***	***100.00%***	***100.00%***
REGION 3 Allocations Received	0	0	0	0	42	0	0
REGION 3 Allocations Shipped	0	0	0	0	42	0	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***100.00%***	***#DIV/0!***	***#DIV/0!***
REGION 4 Allocations Received	0	0	0	0	3300	1100	800
REGION 4 Allocations Shipped	0	0	0	0	3300	1100	800
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***100.00%***	***100.00%***	***100.00%***
REGION 5 Allocations Received	0	0	0	0	0	0	0
REGION 5 Allocations Shipped	0	0	0	0	0	0	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***
MILITARY Allocations Received	0	0	0	0	0	0	0
MILITARY Allocations Shipped	0	0	0	0	0	0	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***
SHIP TO DESTINATIONS							
% Of Kits Shipped to Distributor	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
% Of Kits Shipped to Retail	0.00%	0.00%	0.00%	0.00%	88.50%	82.30%	91.20%
% of Kits Shipped to Home/Depots	0.00%	0.00%	0.00%	0.00%	11.50%	17.70%	8.80%

2071198155

Source: https://www.industrydocuments.ucsf.edu/docs/lpjn0004

PREVIOUS OPB PROMOTIONS

MONTH/YEAR:	Jul-99	Jul-99	Jul-99	Jul-99	May/June 1999	May/June 1999
BRAND:	**Parliament**	**Parliament**	**Parliament**	**Parliament**	**Marlboro/Virginia Slims**	**Marlboro/Virginia Slims**
PROMOTION NAME:	Southland OPB Graphics Kit	OPM Bracket POS Kit	Slatwall Bracket POS Kit	Uniflex Bracket POS Kit	Price Promotion POS Kit	Price Promotion Military POS Kit
KIT NUMBER/MIDAS POS#:	96423/15270	96513/15353	96514/15354	96515/15355	96012/14554	96124/14846
ORDER DATE INFORMATION						
(Source: Trade Marketing Fact Sheet)						
Available to Order Dates:	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99	4/12/99-6/4/99	2/16/99-4/23/99	2/16/99-4/23/99
Distributor Due Dates	N/A	N/A	N/A	N/A	N/A	N/A
In Field Dates:	7/5/99-8/1/99	7/5/99-8/1/99	7/5/99-8/1/99	7/5/99-8/1/99	4/26/99-5/28/99	4/26/99-5/28/99
Ordering Window Re-Opened? (YES/NO)	**YES**	**YES**	**YES**	**YES**	NO	NO
*****If Yes, New In Field Dates:***	**6/28/99-7/30/99**	**6/28/99-7/30/99**	**6/28/99-7/30/99**	**6/28/99-7/30/99**		
# of Days Remaining In Ordering Window	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***
KIT UTILIZATION INFORMATION						
(Source: OASIS(PMI) System as of 8/6/99)						
Total Kits Allocated	2000	4000	4000	12000	123844	800
Open Customer Orders	0	0	0	0	0	0
Total Kits Shipped To Date	1510	3044	3002	9124	123672	752
Utilization Percentage (%)	***75.50%***	***76.10%***	***75.05%***	***76.03%***	***99.86%***	***94.00%***
# of Kits Remaining	**490**	**956**	**998**	**2876**	**172**	**48**
REGION UTILIZATION BREAKDOWN						
(Source: PM's MIDAS POS System as of 8/6/99)						
REGION 1 Allocations Received	0	2200	2200	6600	29155	0
REGION 1 Allocations Shipped	0	2164	2150	6515	29155	0
Utilization Percentage (%)	***#DIV/0!***	***98.36%***	***97.73%***	***98.71%***	***100.00%***	***#DIV/0!***
REGION 2 Allocations Received	0	550	550	1650	28170	0
REGION 2 Allocations Shipped	0	550	522	1619	28170	0
Utilization Percentage (%)	***#DIV/0!***	***100.00%***	***94.91%***	***98.12%***	***100.00%***	***#DIV/0!***
REGION 3 Allocations Received	0	0	0	0	20676	0
REGION 3 Allocations Shipped	0	0	0	0	20676	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***100.00%***	***#DIV/0!***
REGION 4 Allocations Received	0	330	330	990	21963	0
REGION 4 Allocations Shipped	0	330	330	990	21963	0
Utilization Percentage (%)	***#DIV/0!***	***100.00%***	***100.00%***	***100.00%***	***100.00%***	***#DIV/0!***
REGION 5 Allocations Received	0	0	0	0	23152	0
REGION 5 Allocations Shipped	0	0	0	0	23161	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***100.04%***	***#DIV/0!***
MILITARY Allocations Received	0	0	0	0	0	800
MILITARY Allocations Shipped	0	0	0	0	0	752
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***94.00%***
SHIP TO DESTINATIONS						
% Of Kits Shipped to Distributor	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
% Of Kits Shipped to Retail	100.00%	70.40%	67.60%	79.10%	91.40%	49.70%
% of Kits Shipped to Home/Depots	0.00%	29.60%	32.40%	20.90%	8.60%	50.30%

2071198156

Source: https://www.industrydocuments.ucsf.edu/docs/lpjn0004

PREVIOUS OPB PROMOTIONS

MONTH/YEAR:	May/June 1999	May/June 1999	May/June 1999	May/June 1999	May/June 1999
BRAND:	**Marlboro/Virginia Slims**	**Marlboro/Virginia Slims**	**Marlboro/Virginia Slims**	**Marlboro/Virginia Slims**	**Marlboro/Virginia Slims**
PROMOTION NAME:	Price Promotion Gravity Feed Kit	Price Promotion Carton POS Kit	Price Promotion Wave 1 Van Kit	Price Promotion Wave 2 Van Kit	Price Promotion NSS Van Kit
KIT NUMBER/MIDAS POS#:	97104/16091	97105/16092	96121/14843	97102/15954	96122/14844
ORDER DATE INFORMATION					
(Source: Trade Marketing Fact Sheet)					
Available to Order Dates:	2/16/99-4/23/99	2/16/99-4/23/99	4/19/99-4/23/99	5/24/99-5/28/99	4/19/99-4/23/99
Distributor Due Dates	N/A	N/A	N/A	N/A	N/A
In Field Dates:	4/26/99-5/28/99	4/26/99-5/28/99	4/19/99-4/23/99	5/24/99-5/28/99	4/19/99-4/23/99
Ordering Window Re-Opened? (YES/NO)	NO	NO	NO	NO	NO
***If Yes, New In Field Dates:**					
# of Days Remaining In Ordering Window	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***
KIT UTILIZATION INFORMATION					
(Source: OASIS(PMX) System as of 8/6/99)					
Total Kits Allocated	50000	4000	1961	2200	239
Open Customer Orders	0	0	0	0	0
Total Kits Shipped To Date	46158	3993	1806	1981	239
Utilization Percentage (%)	***92.32%***	***99.83%***	***92.10%***	***90.05%***	***100.00%***
# of Kits Remaining	**3842**	**7**	**155**	**219**	**0**
REGION UTILIZATION BREAKDOWN					
(Source: PM's MIDAS POS System as of 8/6/99)					
REGION 1 Allocations Received	8767	740	0	0	0
REGION 1 Allocations Shipped	8569	723	0	0	0
Utilization Percentage (%)	***97.74%***	***97.70%***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***
REGION 2 Allocations Received	10937	1091	0	0	0
REGION 2 Allocations Shipped	10375	1115	0	0	0
Utilization Percentage (%)	***94.86%***	***102.20%***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***
REGION 3 Allocations Received	9022	763	0	0	0
REGION 3 Allocations Shipped	8824	755	0	0	0
Utilization Percentage (%)	***97.81%***	***98.95%***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***
REGION 4 Allocations Received	8384	740	0	0	0
REGION 4 Allocations Shipped	8384	737	0	0	0
Utilization Percentage (%)	***100.00%***	***99.59%***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***
REGION 5 Allocations Received	10022	666	0	0	0
REGION 5 Allocations Shipped	10000	661	0	0	0
Utilization Percentage (%)	***99.78%***	***99.25%***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***
MILITARY Allocations Received	0	0	0	0	0
MILITARY Allocations Shipped	0	0	0	0	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***
SHIP TO DESTINATIONS					
% Of Kits Shipped to Distributor	0.00%	0.00%	0.00%	0.00%	0.00%
% Of Kits Shipped to Retail	87.10%	69.60%	0.00%	0.00%	0.00%
% of Kits Shipped to Home/Depots	12.90%	30.40%	0.00%	0.00%	0.00%

2071198157

Source: https://www.industrydocuments.ucsf.edu/docs/lpjn0004

PREVIOUS OPB PROMOTIONS

MONTH/YEAR:	May/June 1999	May/June 1999	Apr-99	Apr-99	Feb-99	Feb-99
BRAND:	**Marlboro/Virginia Slims**	**Marlboro/Virginia Slims**	**Parliament**	**Parliament**	**Virginia Slims**	**Virginia Slims**
PROMOTION NAME:	Price Promotion Temp. Merch. Van Kit	Price Promotion Military Van Kit	B1G1F 20 Deal Chicago	B1G1F 20Dl-Reg 1/Fla.	Price Off Van POS Kit	Price Off Carton Dsp Kit
KIT NUMBER/MIDAS POS#:	96123/14845	96125/14847	96306/14943	96304/14941	96020/14636	96310/14991
ORDER DATE INFORMATION						
(Source: Trade Marketing Fact Sheet)						
Available to Order Dates:	4/19/99-4/23/99	4/19/99-4/23/99	1/11/99-3/12/99	1/11/99-3/12/99	1/18/99-2/19/99	11/16/98-1/29/99
Distributor Due Dates	N/A	N/A	3/1/99-4/2/99	3/1/99-4/2/99	N/A	N/A
In Field Dates:	4/19/99-4/23/99	4/19/99-4/23/99	4/5/99-5/2/99	4/5/99-5/2/99	1/18/99-2/19/99	1/25/99-3/5/99
Ordering Window Re-Opened? (YES/NO)	NO	NO	NO	NO	NO	NO
***If Yes, New In Field Dates:**						
# of Days Remaining In Ordering Window	***KIT CLOSED***	***KIT CLOSED***	***KIT C LOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***
KIT UTILIZATION INFORMATION						
(Source: BASIS(PMX) System as of 8/6/99)						
Total Kits Allocated	2200	118	2936	25263	5000	4000
Open Customer Orders	0	0	0	0	0	0
Total Kits Shipped To Date	2009	118	2919	24794	4034	3996
Utilization Percentage (%)	***91.32%***	***100.00%***	***99.42%***	***98.14%***	***80.68%***	***99.90%***
# of Kits Remaining	**191**	**0**	**17**	**469**	**966**	**4**
REGION UTILIZATION BREAKDOWN						
(Source: PM's MIDAS POS System as of 8/6/99)						
REGION 1 Allocations Received	0	0	41	21573	0	453
REGION 1 Allocations Shipped	0	0	41	21573	0	443
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***100.00%***	***100.00%***	***#DIV/0!***	***97.79%***
REGION 2 Allocations Received	0	0	2895	419	0	1009
REGION 2 Allocations Shipped	0	0	2878	419	0	1094
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***99.41%***	***100.00%***	***#DIV/0!***	***108.42%***
REGION 3 Allocations Received	0	0	0	0	0	1102
REGION 3 Allocations Shipped	0	0	0	0	0	1111
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***100.82%***
REGION 4 Allocations Received	0	0	0	2562	0	782
REGION 4 Allocations Shipped	0	0	0	2562	0	735
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***100.00%***	***#DIV/0!***	***93.99%***
REGION 5 Allocations Received	0	0	0	0	0	654
REGION 5 Allocations Shipped	0	0	0	0	0	611
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***93.43%***
MILITARY Allocations Received	0	0	0	0	0	0
MILITARY Allocations Shipped	0	0	0	0	0	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***
SHIP TO DESTINATIONS						
% Of Kits Shipped to Distributor	0.00%	0.00%	88.10%	97.40%	0.00%	0.00%
% Of Kits Shipped to Retail	0.00%	0.00%	0.00%	0.00%	0.00%	75.70%
% of Kits Shipped to Home/Depots	0.00%	0.00%	11.90%	2.60%	0.00%	24.30%

2071198158

Source: https://www.industrydocuments.ucsf.edu/docs/lpjn0004

PREVIOUS OPB PROMOTIONS

MONTH/YEAR:	Feb-99	Feb-99	Jan-99	Jan-99	Jan-99	Jan-99	Jan-99
BRAND:	**Virginia Slims**	**Virginia Slims**	**Parliament**	**Parliament**	**Parliament**	**Parliament**	**Virginia Slims**
PROMOTION NAME:	Price Off Pack Dsp Kit	Price Off Military Pk Kit	B2G1F 20 Deal Region 1/Florida	B2G1F 20DI-Chicago	B2G1F Refill Kit-Region 1/Florida	B2G1F Refill Kit-Chicago	B2G1F 20Deal-National
KIT NUMBER/MIDAS POS#:	96309/14990	96412/15128	93401/12217	93501/12219	93402/12218	93502/12220	93201/12150
ORDER DATE INFORMATION							
(Source: Trade Marketing Fact Sheet)							
Available to Order Dates:	11/16/98-1/29/99	11/9/98-1/29/99	10/12/98-12/11/98	10/12/98-12/11/98	10/12/98-12/11/98	10/12/98-12/11/98	10/12/98-12/11/98
Distributor Due Dates	N/A	N/A	11/30/98-12/31/98	11/30/98-12/31/98	11/30/98-12/31/98	11/30/98-1/8/99	11/30/98-1/8/99
In Field Dates:	1/25/99-3/5/99	2/1/99-4/4/99	1/4/99-1/31/99	1/4/99-1/31/99	1/4/99-1/31/99	1/4/99-1/31/99	1/4/99-1/31/99
Ordering Window Re-Opened? (YES/NO)	NO	NO	YES	YES	YES	YES	YES
***If Yes, New In Field Dates:**			***1/4/99-2/18/99***	***1/4/99-2/18/99***	***1/4/99-2/18/99***	***1/4/99-2/18/99***	***1/4/99-2/18/99***
# of Days Remaining In Ordering Window	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***
KIT UTILIZATION INFORMATION							
(Source: OASIS(PMI) System as of 8/6/99)							
Total Kits Allocated	50000	400	24958	2643	8881	1566	33616
Open Customer Orders	0	0	0	0	0	0	0
Total Kits Shipped To Date	49994	400	24876	2639	8761	1559	33472
Utilization Percentage (%)	***99.99%***	***100.00%***	***99.67%***	***99.85%***	***98.65%***	***99.55%***	***99.57%***
# of Kits Remaining	**6**	**0**	**82**	**4**	**120**	**7**	**144**
REGION UTILIZATION BREAKDOWN							
(Source: PM's MIDAS POS System as of 8/6/99)							
REGION 1 Allocations Received	12165	0	21943	56	7620	4	3875
REGION 1 Allocations Shipped	12153	0	21943	56	7620	4	3862
Utilization Percentage (%)	***99.90%***	***#DIV/0!***	***100.00%***	***100.00%***	***100.00%***	***100.00%***	***99.66%***
REGION 2 Allocations Received	10775	0	2715	0	1021	0	11788
REGION 2 Allocations Shipped	10735	0	2633	0	901	0	11760
Utilization Percentage (%)	***99.63%***	***#DIV/0!***	***96.98%***	***#DIV/0!***	***88.25%***	***#DIV/0!***	***99.76%***
REGION 3 Allocations Received	9893	0	300	45	240	45	8857
REGION 3 Allocations Shipped	9651	0	300	45	240	45	8850
Utilization Percentage (%)	***97.55%***	***#DIV/0!***	***100.00%***	***100.00%***	***100.00%***	***100.00%***	***99.92%***
REGION 4 Allocations Received	8979	0	0	2542	0	1517	5220
REGION 4 Allocations Shipped	9056	0	0	2538	0	1510	5220
Utilization Percentage (%)	***100.86%***	***#DIV/0!***	***#DIV/0!***	***99.84%***	***#DIV/0!***	***99.54%***	***100.00%***
REGION 5 Allocations Received	8188	0	0	0	0	0	3816
REGION 5 Allocations Shipped	8090	0	0	0	0	0	3780
Utilization Percentage (%)	***98.80%***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***99.06%***
MILITARY Allocations Received	0	400	0	0	0	0	0
MILITARY Allocations Shipped	0	400	0	0	0	0	0
Utilization Percentage (%)	***#DIV/0!***	***100.00%***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***
SHIP TO DESTINATIONS							
% Of Kits Shipped to Distributor	0.00%	0.00%	97.70%	100.00%	92.60%	100.00%	97.00%
% Of Kits Shipped to Retail	79.60%	48.00%	0.00%	0.00%	0.00%	0.00%	0.00%
% of Kits Shipped to Home/Depots	23.10%	52.00%	2.30%	0.00%	7.40%	0.00%	3.00%

2071198159

Source: https://www.industrydocuments.ucsf.edu/docs/lpjn0004

PREVIOUS OPB PROMOTIONS

MONTH/YEAR:	Jan-99	Jan-99	Nov-98
BRAND:	**Virginia Slims**	**Virginia Slims**	**Benson & Hedges**
PROMOTION NAME:	B2G1F 20Deal-Metro	B2G1F Sweeps Kit	Sweeps Kit
KIT NUMBER/MIDAS POS#:	93001/12139	93202/12239	92101/11848
ORDER DATE INFORMATION			
(Source: Trade Marketing Fact Sheet)			
Available to Order Dates:	10/12/98-12/11/98	10/12/98-12/18/98	8/10/98-1/31/99
Distributor Due Dates	11/30/98-1/8/99	N/A	N/A
In Field Dates:	1/4/99-1/31/99	12/28/98-1/8/99	10/12/98-1/31/99
Ordering Window Re-Opened? (YES/NO)	YES	YES	YES
*****If Yes, New In Field Dates:***	***1/4/99-2/18/99***	***12/28/98-2/18/99***	***10/12/98-1/31/99***
# of Days Remaining In Ordering Window	***KIT CLOSED***	***KIT CLOSED***	***KIT CLOSED***
KIT UTILIZATION INFORMATION			
(Source: GASIS(PMX) System as of 8/6/99)			
Total Kits Allocated	11173	40786	9540
Open Customer Orders	0	0	0
Total Kits Shipped To Date	11058	38419	8846
Utilization Percentage (%)	***98.97%***	***94.20%***	***92.73%***
# of Kits Remaining	115	2367	694
REGION UTILIZATION BREAKDOWN			
(Source: PM's MIDAS POS System as of 8/6/99)			
REGION 1 Allocations Received	326	4003	1719
REGION 1 Allocations Shipped	301	4012	1461
Utilization Percentage (%)	***92.33%***	***100.22%***	***84.99%***
REGION 2 Allocations Received	1830	11773	3094
REGION 2 Allocations Shipped	1830	10449	2658
Utilization Percentage (%)	***100.00%***	***88.75%***	***85.91%***
REGION 3 Allocations Received	2460	14041	2310
REGION 3 Allocations Shipped	2460	13988	2310
Utilization Percentage (%)	***100.00%***	***99.62%***	***100.00%***
REGION 4 Allocations Received	3137	5849	2417
REGION 4 Allocations Shipped	3403	5849	2417
Utilization Percentage (%)	***108.48%***	***100.00%***	***100.00%***
REGION 5 Allocations Received	3390	5120	0
REGION 5 Allocations Shipped	3330	4194	0
Utilization Percentage (%)	***98.23%***	***81.91%***	***#DIV/0!***
MILITARY Allocations Received	0	0	0
MILITARY Allocations Shipped	0	0	0
Utilization Percentage (%)	***#DIV/0!***	***#DIV/0!***	***#DIV/0!***
SHIP TO DESTINATIONS			
% Of Kits Shipped to Distributor	97.30%	0.00%	0.00%
% Of Kits Shipped to Retail	0.00%	87.30%	84.60%
% of Kits Shipped to Home/Depots	2.70%	12.70%	15.40%

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Source: https://www.industrydocuments.ucsf.edu/docs/lpjn0004